

# EXHIBIT 16

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**Scott Moskowitz**

3rd

Passionate American Inventor & Entrepreneur

Miami/Fort Lauderdale Area | Information Services

Current

Blue Spike, Inc., Wistaria Trading, Inc.

Previous

Sony Corporation, Tokyo, Japan

Education

University of Pennsylvania

Connect

Send Scott InMail

447 connections

www.linkedin.com/in/smoskowitz

Contact Info

Background

Summary

A hi-tech Executive fluent in Japanese and experienced in new business creation, sales/marketing, strategic planning, start-ups, import/export and people management and development. Operationally skilled, creative, technically savvy, team oriented senior manager who delivers form and substance (and maybe a few run-on sentences).

Specialties:An open mind.

Intellectual property (particularly, patents & copyrights), new business development & execution, mechanics of standards-setting bodies & licensing efforts, Japanese market & distribution channel strategy, identity & recognition management, hard equity & mortgage lending practice.

Experience


**Founder & CEO**

Blue Spike, Inc.

November 1997 – Present (16 years 4 months)

The idea for Blue Spike came about while still an undergraduate following his experience at Sony Corporation in Japan. Mr. Moskowitz sought to better define a means for protecting digital media content such as music, video and images. He coined the term "digital watermark" as a means for securely creating "responsibility for digital copies," which led to the writing, filing and receipt of over 80 U.S. and International patents, with several dozen pending. Mr. Moskowitz also invented "signal abstracts" for signal analysis, identification, and monitoring as well as "packet watermarks" for identifying and securing streams of data or packet flow, deep packet inspection, differential quality of service, intrusion detection, and "trusted transactions" for enabling peered, secure transactional activities over networks and between parties. Successfully produced a DoD/SBA "SBIR" submission based on software deployments and public sector communications. Mr. Moskowitz has been active in promoting intellectual property protection and has been an invited speaker at "RSA", "ANSI", "CFP", "ACSAC", "DDMI", Museum of Modern Art ("MOMA"), U.S. Library of Congress, and other forums worldwide. Mr. Moskowitz penned the Introduction to the groundbreaking resource on digital rights management ("DRM"): Multimedia Security Technologies for Digital Rights Management.

**People Similar to Scott**




**Mark Kole**

3rd

CEO & Founder at Ant Factory Mobile LLC

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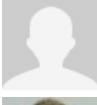
**Moskowitz Scott**

Visiting Research Fellow (Fox International Fellow) at Yale University




**Susan Sheby**

Student at SLCC




**Robert Bzdick**

President at Document Security Systems, Inc.




**Michael Caton**

Chief Technology Officer at Document Security Systems, Inc.



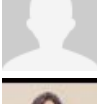
**Izaak Wind**

Consultant and trainer at Demos Group Brussels, Belgium




**Jermaine Green**

Student at AIU



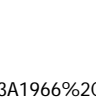
**Charles Paxson**

Environmental Services Professional



**Carlota De Arcas Fernández**


Abogado en RAICH LOPEZ & DIEZ



**Burton Rosenberg**


http://www.linkedin.com/...k=vsrp\_people\_res\_name&trkInfo=VSRPsearchId%3A175375581391543212611%2CVSRPtargetId%3A1966%2CVSRPcmpt%3Aprimary[2/4/2014 1:05:02 PM]

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**Cyrus Shaoul**  
Post-Doctoral Fellow at Universität Tübi...

Scott is one of the smartest people I know. He is usually thinking of things about 5 to 10 years ahead of everybody else. We... [View ↓](#)



**ERIC ALEXANDRAKIS**  
Composer/Musician/Producer at Minoan...

Some may not know this, but digital watermarking started with Scott. I met Scott over 10 years ago when he offered to test... [View ↓](#)

[3 more recommendations ↓](#)

**Founder & CEO**

Wistaria Trading, Inc.

September 1991 – Present (22 years 6 months)

Sales & marketing consultancy and agent for US and European exports to Japan. Exemplary projects: developer of the "hearts on fire" diamond brand (yes, that "hearts on fire" campaign); agent for US microbrewers successfully creating the 17th largest seller; largest importer of pre-recorded compact discs over 10 mil+ units per year; fishing supplier deployment of Japan-specific direct marketing campaign and in-country sales support; and, initiated Japan-wide expansion of several niche products with specialized distribution channel marketing and direct sales requirements.

Stateside: represented Japanese vendors in negotiations, management and maintenance of US-based partners. Specific market experience available on request.

**Apprentice/Intern**

Sony Corporation, Tokyo, Japan

June 1990 – August 1990 (3 months)



First undergraduate Intern for Sony Corporation in Japan. Formulated and designed a strategy to enter U.S. high-definition TV market. Created business plan for improving monitor device top & bottom line performance. Needless to say, these plans were the subject of intense scrutiny concerning internationalization and specific target market strategy.



**Volunteer Experience & Causes**

**Opportunities Scott is looking for:**

- Skills-based volunteering (pro bono consulting)



**Languages**

**Japanese**



**Projects**

**Jared Dylan - In Panic EP ➔**

2010 – Present

<http://www.youtube.com/watch?v=TVz2B8RTG1w&feature=plcp>

<http://www.youtube.com/watch?v=isvWiY7iNHQ&feature=context-chv>

► 6 team members, including:

**Scott Moskowitz**

Passionate American Inventor & Entrepr...

**Jared Goldstein**

Student at University of Miami



Associate Professor at University of Miami



**Raymond Joao**  
Owner, Joao Systems

**How You're Connected**



You



**John Kelly**



**Shaun Sullivan**

Your connections can introduce you to someone who knows Scott

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**Scott Moskowitz**

**People Similar to Scott**



**Mark Kole** 3rd

CEO & Founder at Ant Factory Mobile LLC  
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Jerry D. Goldstein

Attorney At Law



...

Anthony J. Resta



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23

Start-ups

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Entrepreneurship

14

Strategy

10

Digital Media

10

New Business Development

8

Business Planning

7

Cloud Computing

5

Strategic Planning

5

SaaS

5

Executive Management

Scott also knows about...

4

E-commerce

3

Venture Capital

3

Management

3

Business Development

3

Analytics

2

Product Development

2

Negotiation

2

Mobile Applications

2

Public Relations

1

Multimedia

1

Licensing

1

Product Management

1

Product Marketing

1

Online Marketing

1

SEO

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Education

University of Pennsylvania

Baccalavrei Artivm, Political Science, Oriental Studies - Japanese

1986 – 1991

cum laude



University of Pennsylvania - The Wharton School

BSE/BA, Finance, Political Science & Japanese

1986 – 1991

cum laude

Activities and Societies: ZBT



International Christian University


1989 – 1990

Obirin College, Machida, Japan

Japanese Business & Society Program

1988 – 1988

Activities and Societies: [Introduction to Japanese Society and homestay.](#)


 Additional Info

Interests

[Check out my photography under "digitalshaman" at Flickr <http://www.flickr.com/photos/digitalshaman/>](#)  
[Please become a fan of "Blue Marble Terra" on Facebook or follow tweets \[@bluemarbleterra\]\(#\)](#)


Advice for Contacting Scott

e-mail is best with some specifics of the reason for your inquiry.

 Honors & Awards

Additional Honors & Awards

Series 7 & 63 (1987)  
Mortgage Broker License (FL) (2006-2010)  
Mortgage Brokerage Business License (FL) (2009-2010)

 Organizations

Additional Organizations


[Senior Member - IEEE, ACM, SPIE](#)

Recommendations

Received (5) ▾ Given (4)

Founder & CEO

Blue Spike, Inc.




Cyrus Shaoul

Post-Doctoral Fellow at Universität Tübingen

“ Scott is one of the smartest people I know. He is usually thinking of things about 5 to 10 years ahead of everybody else. We used to hang out a lot in Tokyo, and I was always impressed by his motorcycle skills. Rock on, Scott!

April 7, 2008, Cyrus was with another company when working with Scott at Blue Spike, Inc.



ERIC ALEXANDRAKIS

Composer/Musician/Producer at Minoan Music [music for all media]

Some may not know this, but digital watermarking started with Scott. I met Scott over 10 years ago when he offered to test his new digital watermarking technology on an album



“

I was producing as a graduate student, at the University of Miami. He'd already been extremely successful with his distribution company in Japan, and was now looking to expand on his new great idea.... **more**

September 6, 2007, ERIC worked directly with Scott at Blue Spike, Inc.



**Jarret Adams**  
V.P., Communications at AREVA

“

Scott is a leading thinker and entrepreneur in the technology field and is dedicated to achieving excellence.

August 1, 2006, Jarret was a consultant or contractor to Scott at Blue Spike, Inc.



**Norman Hurwitz**  
President at NJH Financial Corp

“

I know Scott for a number of years and find him to be one of the brightest and most creative people I know.

June 23, 2006, Norman was a consultant or contractor to Scott at Blue Spike, Inc.



**Michael Gruber**  
Investor, Interim Executive, Company Builder and Board Member

“

Scott is a passionate entrepreneur and business person with great analytics.

June 23, 2006, Michael worked directly with Scott at Blue Spike, Inc.

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